



Education & Other Opportunities

Dr. Ming-Ying Wei
ESE Education Program Manager
mwei@hq.nasa.gov
202/358-0771

Dr. Blanche Meeson
ESE Education Program Implementation Lead
bmeeson@see.gsfc.nasa.gov
301/614-5341

ESSP Proposal Conference
Washington D.C
14 June 2001



Overview

Education & Other Opportunities

- Required in *Step-Two* proposals
- Criteria are of equal value and less important than criteria for Science/Applications Merit, Technical Implementation, Management, Cost Risk and Cost Realism
- Requirements
 - *Section 3.8* — Education
 - *Section 3.9* — Other Opportunity
 - ‡ Disadvantaged and Women-owned Small Businesses, Minority Institutions, and Commercialization
- Evaluation Criteria
 - *Section 5.2.5* — Education
 - *Section 5.2.6* — Other opportunities
- Appendix K—Guidelines for proposal format and content
 - *Subsection J* — Education
 - *Subsection K* — Other Opportunities



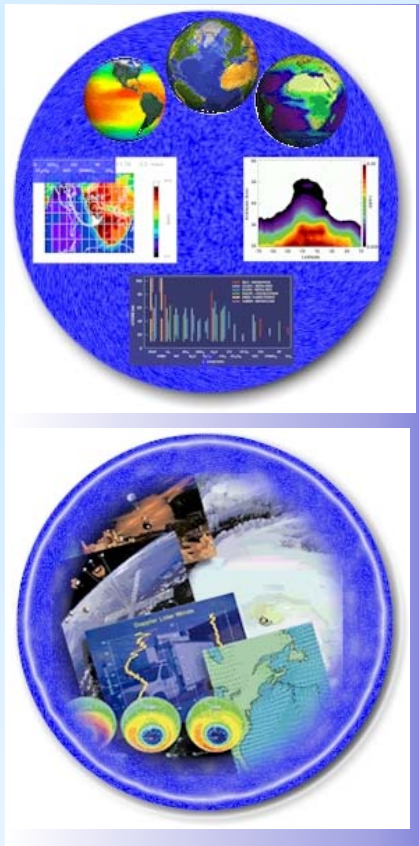
Education Mission and Goal

NASA Education Mission

NASA uses its unique resources to support educational excellence for *ALL*

NASA ESE Education Goal

Stimulate public interest in and understanding of Earth System Science, encourage young scholars to consider careers in science and technology



Research

DRIVE



Technology

Applications

ENABLES

Education Program

- Informal Education
- Formal Education
- Professional Development



Our Customers

NASA's success depends on support by the public, educators, and on the ability of the education system to produce a highly skilled workforce to create cutting edge technological and scientific results



Informal Education Activities

**Public exposure and awareness
leading to understanding**

Formal Education Activities

**Understanding and usage
leading to degrees**

Professional Development Training

**Understanding and usage
leading to applied workforce**



ESE Informal Education Framework

Draft

**NASA Mission
(Content)**

Strategic Enterprises

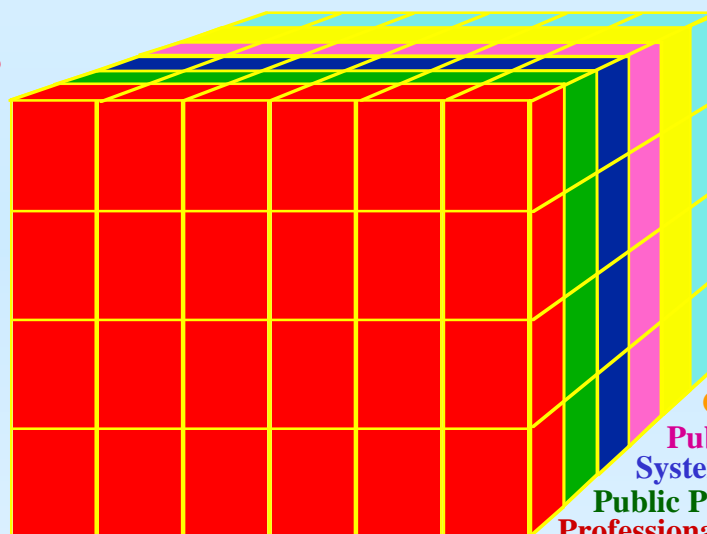


Earth Science

Space Science

*Human Exploration and
Development of Space*

Aero-Space Technology



**Informal Education
Program Categories**

Research & Development

Communication Technologies

Public Involvement Programs

Systemic Improvement

Public Programming Support & Dissemination

Professional Training & Enhancement

Mass Media
Informal Learning Centers
Community Groups
Recreation/Edutainment
Internet
Nature Groups

Draft



NASA Formal Education Framework

**NASA Mission
(Content)**

Strategic Enterprises

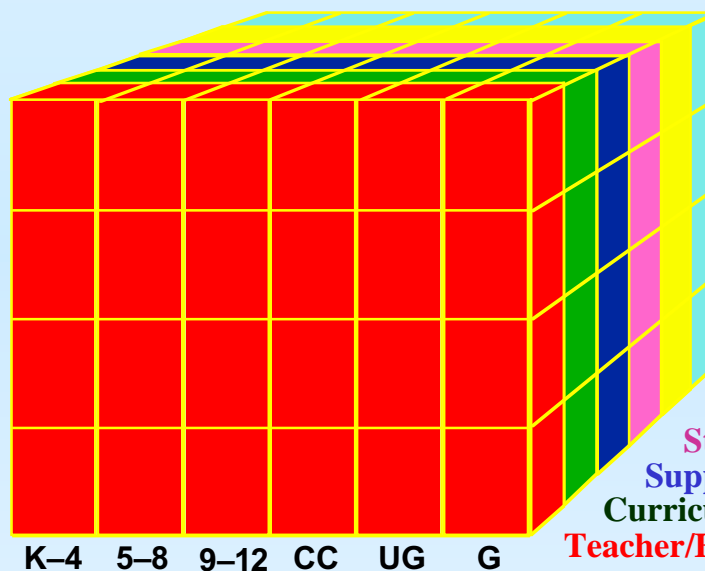


Earth Science

Space Science

**Human Exploration and
Development of Space**

Aero-Space Technology



**Education
Program
Categories**

Research & Development

Educational Technology

Student Support

Support for Systemic Improvement

Curriculum Support & Dissemination

Teacher/Faculty Preparation & Enhancement



Criteria

- **Relevance**
 - NASA Education Plan
 - ESE 10-year education goals
- **Merit**
 - Educational or technical effectiveness of plan for education
 - Expertise and quality of the education team, leadership
 - Standing in relation to acknowledged *state-of-art* or *best practices* in science and technology education
- **Cost**
 - Realism and reasonableness in relation to impact



Education Summary

- Like a research proposal,
Be sure to spell out
What, Why, How, How much
- Follow *education* format guidelines in Appendix K, Sec. J
- After *selection* — Final education Activity Plan to be developed in collaboration with the Education Program Implementation Office
 - Approved by Mission and Education Program Managers
 - Progress on Activity Plan tracked like all other mission commitments



Contracting Goal for HBCU's/OMI's

- **Mr. Goldin has set 1% goal for awards to Historically Black Colleges and Universities, and Other Minority Institutions (HBCU's/OMI's) to be accomplished in FY2002**
- **Currently receive ~0.5% of NASA's total procurement dollars**
- **New contract awards will be based upon**
 - **Conformance with NASA mission needs**
 - **Technical superiority**
 - **Cost reasonableness**

NASA expects the entire student body of HBCU/OMI's to benefit

- **Other NASA Points-of-Contact**
 - **Office of Small and Disadvantaged Business Utilization (OSDBU), Lamont Hames (202/358-2088)**
 - **Office of Equal Opportunity Programs, Division of Minority University Research & Education Division, Robert Lawrence (202/358-0970)**